

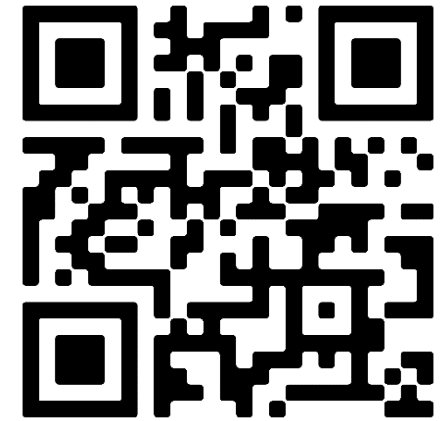
Welcome to IDOA DSD 2023 Business Conference Virtual Series

Taking You to the Next Level

Today's Webinar:

Enhancing Your Capability Statement

June 22, 2023 | 10:00 – 11:30 a.m.



Scan QR Code & go to
the Capability Statement
Worksheet from BEI



DSD Team

- Kesha Rich, Deputy Commissioner, Division of Supplier Diversity
- Graham Melendez, Director of Business Development and Outreach, Division of Supplier Diversity
- Jada Franklin, Business Development and Outreach Manager, Division of Supplier Diversity



Things to keep in mind before we begin:

1. Your microphones will be muted during the webinar unless you are one of the designated speakers.
2. Feel free to use the chat functions for all questions or comments during this session to remain engaged. Please raise your hand if you would like to be unmuted to engage with our speaker.
3. This is a recorded session. Please keep your cameras off during this session to save on bandwidth.



Capability Statement Positioning for Success

Christina Snorten
June 2023

AGENDA

- ❖ Explore the Indy Chamber: Entrepreneur Services, Business Equity for Indy (BEI), and Business Ownership Initiative (BOI).
- ❖ Positioning for success.
- ❖ Organizing your information.
- ❖ Statement structure.

ENTREPRENEUR SERVICES:

What we do.

Communities that nurture strong, small businesses cultivate strong economies—and the Indy Chamber’s Entrepreneurship Services team exists to support businesses at every stage of growth. Entrepreneurs, small businesses, and enterprises are critical to increasing employment opportunities and providing jobs.

To explore resources available through Entrepreneur Services, please visit <https://indychamber.com/entrepreneurship/>.



ENTREPRENEUR SERVICES



ENTREPRENEUR
SERVICES

BOI Business
Ownership
Initiative



★ Central Indiana
Women's
Business Center

★ HISPANIC
BUSINESS COUNCIL



OUR SERVICES AT A GLANCE

Indy Chamber's Entrepreneur Services is a one-stop shop for entrepreneurs and small business owners in Central Indiana.



Coaching

Free one-on-one business coaching in Spanish and English



Connecting

Networking and professional development events



Educating

Specialized programs, workshops and resources



Lending

Small business loans up to \$50,000

KEY PROGRAM:

Procurement & Scaling Businesses

Businesses achieving \$250K in revenue have a different mindset and set of needs. To support these high-growth companies, the Indy Chamber's Entrepreneurship Services department offers two programs, Enterprise Corps and the Business Equity for Indy (BEI) Procurement Roundtable. Both programs are in partnership with the Mid-States Minority Supplier Development Council, the Indy Black Chamber, and IU Kelley School of Business



CHRISTINA SNORTEN
PROCUREMENT PROJECT MANAGER,
BUSINESS EQUITY FOR INDY



TIERRA SIMS
PROGRAM COORDINATOR

KEY PROGRAM:

Business Ownership Initiative (BOI)

Business Ownership Initiative (BOI), is the lending arm of the Indy Chamber's entrepreneur services division. BOI is a certified Community Development Financial Institution (CDFI) and a microlender through the Small Business Administration (SBA), able to provide microloans to clients who may not qualify through traditional lending organizations. In addition to microloans, BOI clients have access to free coaching, resources, and business education.



BRAXTON MARTORANO
CLIENT RELATIONS SPECIALIST



SARAH MACINNIS
SENIOR DIRECTOR
OF COACHING



JULIE STEWART
BUSINESS LOAN COACH



ANNA RONE
ASSISTANT PORTFOLIO
MANAGER

KEY PROGRAM:

Re-Entry Economic Development Initiative (REDi)

The Re-Entry Entrepreneurship Development Initiative (REDi), a program within the Indy Chamber's Entrepreneur Services division, creates opportunities for current and formerly incarcerated individuals to explore small business ownership as a means of self-sufficiency. REDi allows justice-involved individuals to rise above systemic discrimination in the job market and create a path to economic opportunity.



JON JOHNSON
REDi PROGRAM MANAGER

KEY PROGRAM:

Hispanic Business Council (HBC)

According to a 2018 report prepared by the Indiana Business Research Center at the IU Kelley School of Business in partnership with the IUPUI Office of Community Engagement, Hispanic-owned firms generate roughly \$1.1 billion in revenue across the nine-county, Indy region. Hispanic businesses can access coaching, lending, and business education in English and Spanish through the Hispanic Business Council in English and Spanish.



MARCELA MONTERO
DIRECTOR,
HISPANIC BUSINESS COUNCIL

KEY PROGRAM:

Central Indiana Women's Business Center (CIWBC)

Through the Central Indiana Women's Business Center, funded by the Small Business Administration (SBA), women leaders in Central Indiana can access an entire network of support at every stage of their business. The Central Indiana Women's Business Center, a program within Business Ownership Initiative (BOI), offers coaching, lending, and business education as well as access to a network of events and engaged, women business leaders.



STEPHANIE JAMES

DIRECTOR,
CENTRAL INDIANA WOMEN'S BUSINESS
CENTER



STACIA MURPHY

SENIOR VICE PRESIDENT, ENTERPRISE DEVELOPMENT

CONNECT WITH US:



Positioning for Success



- **Map resources**
- **Define capabilities**
- **Identify competitive advantage**
- **Build Central Equation**

PARTICIPANT POLL

CREATING VALUE

HOW TO COMPETE

Priorities for sustainable competitive advantage:

- Cost
- Quality
- Speed
- Innovation

PARTICIPANT POLL

CENTRAL EQUATION

VALUE PROPOSITION STATEMENT

Getting started is as easy as establishing your ABCs

A = Who Who is your customer?

B = What What problem do you solve for them?

C = How How do you do that?

CENTRAL EQUATION

VALUE PROPOSITION STATEMENT

We solve B for A by C.

We serve A with B by C.

We do C for A because B.

CARE TO SHARE?



Organize Your Information

Choose Your Statement Structure

GETTING STARTED

Plan your work then work your plan.

[NAICS & SIC Identification Tools | NAICS Association](#)



Capability Statement Worksheet



Essential Elements: Use this worksheet to gather and organize the information you will use to create the final document.

☐ Corporate Contact Information

(Name, address, telephone, e-mail, website, fax, etc.)

☐ Geographical Coverage

☐ Areas of Expertise (bullet statements)

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

☐ Unique capabilities or resources

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

☐ Past Projects or Customers & Brief Description

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

☐ Key personnel experience: _____



☐ Security Clearances (if any)

☐ Industry licenses/certifications or quality assurance certifications (if any)

☐ Facilities/Equipment: _____

☐ DUNS #, CAGE code, NAICS, SIC, PSC/FSC codes:

- ☐ DUNS: _____
- ☐ CAGE: _____
- ☐ NAICS: _____
- ☐ SIC/PSC/FSC codes: _____

☐ Small Business Certifications (MBE, XBE, WBE, DBE, etc.):

☐ Acquisition vehicles –ways they can buy from you

- ☐ GSA Schedule, DOD eMall: _____
- ☐ CMAS : _____
- ☐ Accept government credit cards: _____

Nice to Have Elements:

☐ Business Background/History: Be brief!

☐ Special Accreditations or Awards: _____

☐ Customer Testimonials: _____

☐ Contact info for past/current customers if willing to be references:



INSERT COMPANY NAME OR LOGO

Insert Company Slogan

At A Glance:

DUNS #:XXXXXX

Cage Code:XXXX

GSA Contract #.....XXXXX

NAICS Code:.....XXXXXX

SIC Code:.....XXXX

Why ABC Company?

- Outstanding Reliability...
< 2% failure rate versus 15-20%
failure rate of leading brands.
- 3 Year Warranty
- Standard & Custom built
- Over 40 years experience in
electronics industry
- Stand alone or net
entry level comput
super servers
- Competitive Pricin
- Assembled in the
- Individual compon
selected for durab

Company Background

ABC Company was founded by John Smith, who was the founder of Non-Linear Systems, home of the world digital voltmeter. He also founded XYZ Corporation, r of reliable portable personal computers in the 1980's.

Performance History

- **SAIC Corporation**
Supplied over \$1M in desktop PCs to date. SAIC r purchases 100% of desktop PCs from ABC Compa
- **Smith, Rutgers, and Barney**
Project Description...XXXXXXXXXXXXXXXXXXXXX

INSERT COMPANY
IMAGE HERE

LOGO

Capability Statement

BUSINESS SUMMARY:

The summary should be a short paragraph that describes your business, what you have done and what you are able to do. If you wish, this section can include a brief history of the business.

CAPABILITIES

Areas of expertise – types of work you can do for your client. Use short sentences or bullet statements. This should not be a long narrative about your capabilities or areas of expertise. Be specific and clear.

FACILITIES AND EQUIPMENT:

List all facilities, equipment and resources used to manufacture the products or provide the service(s). Include unique qualifications, techniques and approaches used to perform work, including any state-of-the-art equipment or capabilities that are part of your business.

EXPERTISE:

A brief summary of your expertise, as well as that of your key personnel/staff, highlighting their education and technical experience as it relates to your business.

CUSTOMERS:

Provide a list of at least three or four of your key customers, past or present. Company names are sufficient.

LIST CONTACTS

SUMMARY

Capability Statement should generally be no more than 2 pages. Remember, keep it simple, but tell the reader what differentiates and why they should choose to do business with you. This can be used as a stand-alone document to market your business or attached to any pertinent literature you may already have; which will complete the story you want to tell about your business. This paired with an Executive Summary can introduce your company to any government agency or large business.

PO XXXXX
XXXX, IN 46xxx

Contact: xxxxxxxxxxxx

Tel: 317.xxx.xxxx

FAX: 317.xxx.xxxx

Email: xxxxx@xxxxxxxx.com

NAICS:

XXXXXX

XXXXXX

XXXXXX

XXXXXX

Cage Code:

XXXXX

D&B:

XXXXXXXXXXXXXX

Certifications:

XXXXXXXX is certified in
XXXXXX and XXXXX by the
XXXXX, and is expert in
XXXXXX.



Thank you and happy bidding!

QUESTIONS?



Contact Us



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